Developer Notes – Beach Mall

E-Commerce Website

## Designer Information

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## Photoshop Folder Structure

* Numbered to indicate some form of flow in user interaction such as “1-home”, the entry point, then they most likely might go into “2-categories”, and then after they pick a category, they’d see “3-product listings.”
* Some folders that contain actions such as pop-ups or drop-downs contain a folder that begins with a “+1-*some form of action*.”

## Photoshop Smart Objects

* Some elements are not in folders, but contained with ***Photoshop Smart Objects*** such as “*AppViewTop”*, “*AppViewBottom”* and perhaps “*Products Display”* or even some “*Buttons”*. This speeds up production design and development by decreasing the amount of folders to navigate through, especially if the element repeats itself throughout the design such as “*AppViewBottom*” or “*Product Display*.”

## Margins and Spacing

* Designed in 5, 10, 20 pixel (…) increments on most areas of the site. Some special situations may have varying spacing widths but for the most part, it’s safe to use blocks of 5, 10, 20 pixels and so forth, in the CSS.

## Animations

* Loading new pages or content (product listings or featured products next to Featured Banner) should be set to .5-second(s) to give the feel of a speedy shopping experience. Some special situations such as Carousel sliders may follow a different set of animation timings and will be specified underneath that heading in this document.

## Design Guidelines (Fonts and Colors)

* Fonts used: “Open Sans”, “Oswald”, all are Google Fonts and are readily available on the Google Web Fonts site.
* Teal (#3bb3c3), Yellow (#f8c301), Light Yellow (#ffe680), Red (#e0463a), Sand (#f5f1de)

# Header (AppViewTop)

* Logo/Trademark links back to HOME.
* Sand-colored backgrounds may have grainy texture.
* Localization feature to pop-up zip code entry form
* Customer Care and My Account also have pop-ups
* Red circle with white number to indicate number of items in cart

# Footer (AppViewBottom)

* Newsletter Sign-Up Form. After a successful sign-up, a pop-up appears to confirm their action.
* Social Media Icons & Links, linking to company Social sites.
* Policy pages may be contained in one(1) page. If so, each individual Policy link will direct to the page, but auto-scroll down via jQuery animation to the correct section using HTML Anchors.
* Google Trusted Store label to hang on the bottom left of browser (same height as currently displayed, but further right). If user is not viewing the page in a full browser, the label hangs where it’s at in the mock-up
* Persistent red bar that sits at the bottom of the browser. Contains Recently Viewed Item(s), Shopping Cart, Checkout functionality, Minimize and Back to Top link.
* Persistent red bar (closed) is in the AppViewBottom Smart Object and just needs to be turned on for previewing.

# Home (1-home MainContentArea)

* Overhanging banner will hover over the Featured Banner which switches every 3-seconds using jQuery animation slide, easing: swing with .5-second animation.
* Red-highlighted categories or products indicate a hover-over action.
* Circular indicators underneath the product listings may not only have 5 indicators, it may have as many as 20, depending on the amount of content in each product listing.

# End Developer Notes – Rev. 3/21/2013 by Ray Villaraza